

Given a brief article or a sample advertisement, the reader selects those phrases which are examples of "sweeping generalizations."

**UNIT 8**  
**Lesson 1**  
**Locating Hidden Meaning**

**TECHNICAL TALK**

Very often a person who writes articles or composes advertisements uses phrases which are called "sweeping generalizations." These phrases are used to make the reader think that a product or idea is good. For example, Sweetcut Soda says that their soda is "King of the Crowd" but gives little information about the soda itself.

**TRY IT**

There are literally dozens of commercial messages on television each day. One of the techniques used in commercials is the "sweeping generalization." See if you can find the example of a "sweeping generalization" in the following sample television commercial.

Johnson Tires, Plainview's tire leader, offers a bargain for all owners of mid-sized compacts. A 20 percent discount will be given to the first hundred customers on Thursday. Come early for the best buys! You can really save money!

(Answer: Plainview's tire leader.)

**OLDER PEOPLE MAY HAVE HIGH OIL BILLS THIS WINTER**

Read the following sample article. Write down the five phrases in the article which are "sweeping generalizations."

**HIGH FUEL BILLS HURT ELDERLY**

Older people on fixed incomes may have a difficult time paying their heating bills this winter. Hugh McMartin, chief officer of the king of importers, Lowry Oil, says that there will be less oil available and that its price will continue to climb.

Many politicians in the state capital blame the oil companies for the spiraling price of oil. But oil company officials claim that oil is still America's best fuel buy.

To make matters worse, some federal programs that are designed to help older people appear to be heading toward lower budgets. While senior citizens may have to choose between keeping warm and eating this winter, oil companies say oil's a bargain.



Some help may be coming from Community Helpers, the friend of the poor and needy. The agency has indicated that it may release money for fuel bills, and Bill Costworthy, president, says that the agency will live up to its motto—"the community helper of all."

## REVIEW

## UNIT 8 Lesson 2 Locating Hidden Meaning

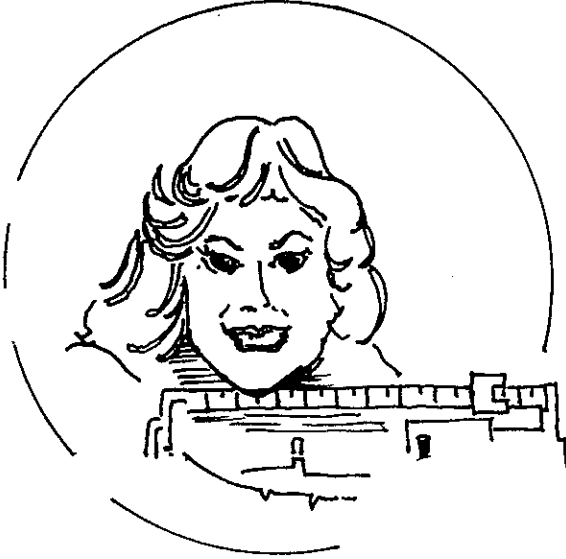
"Sweeping generalizations" appear in many different places, such as newspaper articles, television commercials, newspaper advertisements, and signboards along the highway. You found five of them in the article you just read. Now try to identify the "sweeping generalizations" in a newspaper advertisement.

### LOSE WEIGHT WITH MIGHTY MITE

The sample newspaper ad below offers a weight-loss plan. Look for the five "sweeping generalizations" in the ad and write them on a piece of paper. Check the key to see if you are right.

### Lose Weight with Mighty Mite!

- ...the choice of hundreds
- ...lose up to 100 pounds in six months
- ...effective
- ...for all persons
- ...the weight-loss leader of leaders
- ...economical
- ...lose ugly pounds quicker and faster



Miss Helen McCormick after losing 54 pounds with the Mighty Mite Plan

- ...America's way to shed pounds
- ...easy diets
- ...the body shaper for a "new you"
- ...tones muscles
- ...phone 626-1325 for consultation

Mighty Mite Diet Plan    2621 West Murphy    phone 626-1325

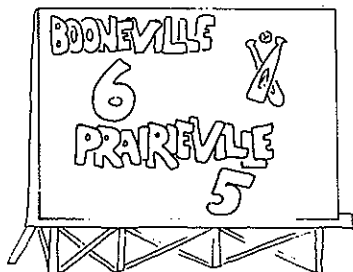
"Sweeping generalizations" are used in many different situations. The previous advertisement for the Mighty Mite Diet Plan shows one way this technique is used. The selection dealing with the high price of oil in lesson 1 shows another use of the technique. A third example of the use of "sweeping generalizations" is found in the following article.

**UNIT 8**  
**Lesson 3**  
**Locating Hidden Meaning**

**BOONEVILLE TIGERS OUTLAST MILL ROAD WILDCATS, 6-5**

Read the article, which was taken from the sports section of the *Booneville Evening Herald*. Write down five phrases in the article which you think are "sweeping generalizations." (There are more than five, but you will need to write down only five.) Check the answer key to see if you are right.

**TIGERS OUTLAST WILDCATS, 6-5**



The Booneville Tigers baseball team used five pitchers and the hitting of Roy Largewell, the king of Prairieland League batters, to defeat Mill Road, 6-5, yesterday at Booneville Stadium.

Largewell delivered a two-run homer off left-hander Bear Bruzell in the sixth inning to put the Tigers ahead for good. All season long, the long-time all-victorious Bruzell had delivered nothing but sinker balls. But this time the tactic did not work for the Bear, king of Valley League pitchers.

"What can you say about a man who is sure to be picked winner of the coveted Penn Valley Hall of

Fame Award?" said Nat Matson, coach of the Booneville nine. "He (Largewell) came through all year for us and gave a good performance. When he went up there in the sixth inning, I told him to look for a good, low outside pitch. He did just what I told him."

The Tigers appeared to be in trouble in the early innings as the travel-weary but supremely confident Wildcats pounded the ball. In the second inning, John Waxelle, the amazing long ball hitter of the Valley League, smacked two solo home runs to put Mill Road ahead, 2-0.

At the beginning of the fourth inning, the ride seemed to change for the victory-hungry league leaders from Booneville. The first batter up, Mike Treadpoor, the side-winding champion, knocked a towering third-base hit. Three more hits followed and the pride of Penn Valley, Booneville, was well on the way to victory.

The next game for Booneville will be May 7th. Brown Auto, premium car sales leader, will furnish cars for the fans.

**HOW DID YOU DO?**

